

2000 Parliament Planned Insertions

Recommended Plan

Young Adult Female (Based on Issue Date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg Count	Total \$ (Gross)
YAF	Allure		Insert	2PG Insert/P4CB	2PG Insert	P4CB	P4CB	P4CB		P4CB	P4CB			16	\$243,410
YAF	Cosmopolitan		Insert	2PG Insert	2PG Insert/Spread	P4CB		Spread			P4CB		Spread	18	\$266,693
YAF	Elle		Insert/Spread	2PG Insert	2PG Insert/Spread	Spread		P4CB		P4CB		P4CB		19	\$316,847
YAF	Glamour			2PG Insert/P4CB	2PG Insert	P4CB	P4CB		P4CB		P4CB		P4CB	10	\$402,690
YAF	Harper's BAZAAR		Spread		Spread		P4CB	P4CB		P4CB				7	\$189,098
YAF	Jane			2PG Insert/P4CB	2PG Insert	P4CB	June/July P4CB				P4CB		P4CB	9	\$120,457
YAF	Mademoiselle		Insert	2PG Insert	2PG Insert		P4CB	C2 Spread	P4CB	P4CB		P4CB		16	\$335,424
YAF	Marie Claire			Spread	Spread			P4CB	P4CB	Spread	Spread		P4CB	11	\$460,381
YAF	Modern Bride				April/May-Spread		June/July-Spread		Aug/Sept-P4CB		Oct/Nov-Spread			7	\$118,335
YAF	Mude		Spread	Spread		Spread		Spread		Spread		Spread		12	\$246,400
YAF	Nylon			Spread	Spread		Spread		Spread		Spread		Spread	12	\$130,560
YAF	Vogue		Insert	2PG Insert	2PG Insert	P4CB	P4CB	P4CB	P4CB	P4CB	P4CB		P4CB	17	\$440,176
TOTAL by Month:		\$0	\$348,650	\$336,744	\$331,150	\$290,890	\$287,993	\$416,693	\$231,605	\$304,248	\$332,888	\$113,956	\$254,753	154	\$3,270,473

2079142744

2000 Parliament Planned Insertions

Recommended Plan

Young Adult Male (Based on Issue Date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg Count	Total \$ (Gross)
YAM	American Photo			March/April-2PG Insert		May/June - Spread		July/Aug-P4CB		Sept/Oct - P4CB		Nov/Dec - Spread		8	\$47,928
YAM	Automobile		Insert	2PG Insert/P4CB	2PG Insert/Spread	P4CB			P4CB	Spread		P4CB		18	\$234,717
YAM	Bikini		P4CB											1	\$7,208
YAM	Car & Driver		Insert	2PG Insert	2PG Insert/P4CB		P4CB		Spread		P4CB	Spread	P4CB	18	\$392,708
YAM	Cycle World			2PG Insert/Spread	2PG Insert/Spread		P4CB	P4CB		P4CB		P4CB		12	\$97,374
YAM	Details		Insert	2PG Insert/P4CB	2PG Insert									11	\$67,880
YAM	Detour		Spread	Spread	Spread	Spread		June/July - P4CB		P4CB		P4CB		11	\$61,240
YAM	ESPN		2/21 - Insert/P4CB	3/6 - 2PG Insert/P4CB	4/17 - 2PG Insert/P4CB		6/12 - P4CB		8/7 - P4CB		10/2 - P4CB	11/27 - P4CB	12/11 - P4CB	18	\$220,927
YAM	Esquire		Insert	2PG Insert	2PG Insert/P4CB	P4CB	P4CB	P4CB		P4CB		P4CB		16	\$140,824
YAM	Fast Company			Spread	P4CB	P4CB	P4CB		July/Aug - P4CB		P4CB		P4CB	8	\$256,960
YAM	FHM							July/August		Sept/Oct		Nov/Dec		3	\$24,300
YAM	Gear			Spread	Spread		P4CB	July/Aug - P4CB					P4CB	7	\$152,460
YAM	GQ		Insert	2PG Insert/P4CB	2PG Insert	P4CB	P4CB			P4CB		P4CB		15	\$242,381
YAM	Maxim		Insert/P4CB	2PG Insert	2PG Insert/P4CB	P4CB	P4CB	P4CB			P4CB	Spread	P4CB	19	\$378,500
YAM	Maximum Golf						Spread		P4CB		P4CB Oct/Nov		P4CB	5	\$86,925
YAM	Metro Source			Spring Issue-Spread (Cover 2 Pg 1)			Summer Issue-Spread (C1 Pg 1)			Fall Issue-Spread		Winter Issue-Spread		8	\$98,400
YAM	Out		Insert	2PG Insert/P4CB	2PG Insert	P4CB	P4CB		P4CB	P4CB				15	\$105,077
YAM	Penhouse			C4	C2Pg 1		Spread	P4CB		P4CB	P4CB	Spread	Spread	12	\$208,154
YAM	Playboy			Insert	2PG Insert	2pg Insert	Spread	Spread	P4CB		Spread	Spread		19	\$332,623
YAM	*POV		Spread											2	\$47,000
YAM	Road & Track		Insert	2PG Insert/P4CB	2PG Insert	P4CB	P4CB			P4CB	P4CB		P4CB	16	\$177,893
YAM	Sports Illustrated		2/28 - Insert/Spread	3/27 - 2PG Insert	4/10 - 2PG Insert	5/22 - P4CB			8/21 - P4CB	9/23 - Spread	10/23 - Spread	11/20 - P4CB	12/18 - Spread	21	\$843,864
YAM	Stereo Review		Feb/March - Insert/P4CB		2PG Insert	P4CB		July/Aug - P4CB		P4CB		P4CB		13	\$81,872
YAM	Stuff		Feb/March - P4CB		April/May - Spread			June/July - P4CB			Oct/Nov - P4CB		Dec/Jan - P4CB	6	\$94,734
	TOTAL by Month:		\$642,798	\$327,442	\$491,189	\$272,792	\$393,607	\$201,386	\$279,446	\$347,370	\$393,644	\$476,913	\$379,462	282	\$4,406,249

2079142745

2000 Parliament Planned Insertions

Recommended Plan

Dual, Movie & Music (Based on Issue Date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg Count	Total \$ (Gross)
Dual/Ent.	Black Book			Spring-Spread			Summer-Spread CS			Fall-P4CB			Winter-P4CB	6	\$46,434
Dual/Ent.	Channel's				P4CB		P4CB	July/August - Spread			P4CB		Spread	7	\$19,900
Dual/Ent.	E.W.		2/25 - P4CB	3/10 - Insert 3/17 - 2PG Insert/P4CB	4/21 - 2PG Insert/P4CB	5/12 - P4CB	6/2 - P4CB	7/14 - P4CB		9/1 - P4CB	10/6 - P4CB	11/17-Spread	12/1 - P4CB	20	\$384,246
Dual/Ent.	Flaunt		Spread	P4CB	P4CB		June/July - Spread			P4CB		C3	Dec/Jan - P4CB	10	\$65,884
Dual/Ent.	George		Feb./Mar. - Insert/Spread		2PG Insert/Spread	Spread	P4CB	P4CB	P4CB	Spread		P4CB		20	\$188,002
Dual/Ent.	InStyle		Insert/Spread	2PG Insert	2PG Insert/Spread		Spread		Spread		P4CB	Spread		21	\$351,774
Dual/Ent.	People		2/7 - Insert/P4CB	3/6 - 2PG Insert/P4CB	4/3 - 2PG Insert/P4CB 4/27 - P4CB	5/1 - P4CB 5/8 - P4CB	6/5 - P4CB			9/11 - P4CB	10/2 - Spread	11/13 - Spread		22	\$624,902
Dual/Ent.	Shift			P4CB		C4		P4CB			C4		P4CB	5	\$18,000
Dual/Ent.	Surface			C3		C3		C3		P4CB		C3		5	\$31,854
Dual/Ent.	US		Insert/P4CB	2PG Insert	4/3 - 2PG Insert/Spread		6/5 - P4CB		8/7 - P4CB		10/9 - P4CB	11/6 - P4CB	12/4 - P4CB	18	\$232,977
Dual/Ent.	Vanity Fair		Insert	2PG Insert/P4CB	2PG Insert/P4CB		P4CB		P4CB		P4CB	P4CB	P4CB	18	\$373,810
Dual/Ent.	Wired		Insert	2PG Insert	2PG Insert/P4CB	P4CB		P4CB		P4CB		P4CB		15	\$108,890
Dual/Ent.	Yahoo		Insert/P4CB	2PG Insert	2PG Insert/P4CB			Spread	P4CB	Spread	P4CB			18	\$212,178
Movie/Ent.	Movieline		Spread	Spread	Spread	Spread		Spread	P4CB		C3	C3		13	\$175,650
Movie/Ent.	Premiere		Insert/P4CB	2PG Insert	2PG Insert	P4CB	P4CB		P4CB				P4CB	15	\$132,052
Music/Ent.	Interview		Insert/P4CB	2PG Insert/Spread	2PG Insert			P4CB		P4CB		P4CB		16	\$128,548
Music/Ent.	Rygun					May/June - Spread		P4CB		Spread	P4CB	P4CB	P4CB	8	\$57,664
Music/Ent.	Rolling Stone		2/3 - Insert/P4CB	3/2 - 2PG Insert	4/13 - 2PG Insert		6/22 - P4CB	7/6 - P4CB	8/17 - P4CB	9/14 - P4CB	10/12 - Spread	11/23 - Spread	12/14 - Spread	21	\$570,285
	TOTAL by Month:	\$195,461	\$542,149	\$363,843	\$450,668	\$109,973	\$302,357	\$197,647	\$241,922	\$252,435	\$380,023	\$454,475	\$227,900	258	\$3,723,050

2079142746

2000 Parliament Planned Insertions

Recommended Plan

Local Magazines (based on Issue date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg Count	Total \$ (Gross)
L. CH	Chicago Magazine		P4CB		Spread	P4CB	P4CB		P4CB	P4CB	P4CB		P4CB	9	\$193,131
L. CH	Illinois Entertainer		P4CB		P4CB	P4CB	P4CB	P4CB	P4CB	P4CB	P4CB	P4CB	P4CB	10	\$35,640
L. FL	Ocean Drive		P4CB	P4CB	P4CB	P4CB				P4CB	P4CB		P4CB	7	\$39,165
L. NY	411		P4CB		Spread		Spread		Spread		Spread	Spread		11	\$54,200
L. NY	Glaad Media Awards				C4	C4								2	\$7,000
L. NY	Hamptons					5/26 - C3 Spread	C3 Spread - 6/2, 6/23, 6/30	7/7 - C3 Spread	8/4, 8/25 P4CB C3 Spread 8/11	9/1 - C3 Spread				16	\$131,128
L. NY	Platiron News			Spring - P4CB				Summer - P4CB	Fall - P4CB			Holiday - P4CB		4	\$24,000
L. NY	Manhattan File		Jan./Feb. - P4CB	P4CB	Spread 4/3 - C3	P4CB	June/July - P4CB				C4		P4CB	8	\$68,475
L. NY	NY Magazine		2/7 - C3	3/13 - C3	4/24 - P4CB	5/29 - C4	6/12 - P4CB	7/17 - C2P1	8/7 - C3	9/25 - C3	10/2 - C4	11/6 - C3	12/11 - P4CB	13	\$481,765
L. NY	Paper		P4CB	P4CB	P4CB			P4CB			P4CB			5	\$38,267
L. NY	Stagebill		P4CB	P4CB	P4CB		C3 Spread	C2P1		Spread		Spread	Spread	13	\$235,014
L. NY	Encore			March/April - P4CB				July/Aug. Spread		Sept/Oct. Spread				5	\$30,000
L. NY	SOHO Style		Spring - C3			Summer - C3			Fall - C3			Winter - C3		4	\$30,588
L. NY	Time Out NY	1/27 - P4CB	2/24 - P4CB	3/16 - P4CB	4/12 - P4CB		6/28 - C4	7/20 - P4CB	8/24 - P4CB	9/7 - P4CB	10/25 - P4CB		12/28 - P4CB	10	\$73,479
L. Phil	Philly Style			March-April - Spread		May/June - C2 Spread		July/Aug - C2 Spread		C4		C3	C3	9	\$57,512
TOTAL by Month:		\$6,648	\$120,238	\$107,970	\$186,028	\$121,881	\$173,338	\$173,034	\$126,446	\$144,844	\$109,545	\$104,768	\$124,424	126	\$1,499,364

L. NY	Playbill NY		C2P1	P4CB	C2P1	C2P1	Spread	Spread	Spread	Spread	Spread		Spread	19	\$924,806
L. FL	Playbill Florida		C2P1	C4	C2P1	Spread	C2P1		Spread	C2P1	C2P1	Spread		17	\$224,437
L. CH	Playbill Chicago		C2P1	C4	C2P1	Spread	C2P1	C2P1	Spread	C2P1	Spread	C2P1	Spread	21	\$217,885
L. Boston	Playbill Boston					Spread	Spread	Spread		Spread		Spread		10	\$61,785
L. Philly	Playbill Philly**		C2P1	C4	C2P1	Spread	C2P1	C2P1	Spread	C2P1	Spread	C2P1	Spread	21	\$213,367
L. Baltimore	Playbill Baltimore **		C2P1	C4	C2P1	Spread	C2P1	C2P1	Spread	C2P1	Spread	C2P1	Spread	21	\$0
L. DC	Playbill Washington DC**		C2P1	C4	C2P1	Spread	C2P1	C2P1	Spread	C2P1	Spread	C2P1	Spread	21	\$0
TOTAL by Month:		\$0	\$163,927	\$90,589	\$163,927	\$176,284	\$176,284	\$150,276	\$163,927	\$176,284	\$163,927	\$78,936	\$137,919	130	\$1,642,280

** Totals for Baltimore and Washington DC included in Playbill Philly buy (it is one cumulative buy)

2079142747

2000 Parliament Planned Insertions

Recommended Plan-New Geography

Alternative News Weeklies (based on Issue date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg Count	Total Gross
Chicago	Illinois Times			3/1 3/23 - P4CB	4/13 4/20 - P4CB	5/4 5/11 - P4CB	6/8 6/22 - P4CB	7/13 7/20 - P4CB	8/3 8/17 - P4CB	9/14 9/28 - P4CB	10/12 10/19 - P4CB	11/2 11/16 P4CB	12/7 12/21 P4CB	20	\$33,300
L. Maryland	Baltimore City Paper		2/9 2/23 - Inserts	3/8 3/22 - 2P Insert	4/5 4/19 - 2P Insert	5/10 5/24 - P4CB	6/7 6/21 - P4CB	7/5 7/19 - P4CB	8/2 8/23 - P4CB	9/6 9/20 - P4CB	10/11 10/25 - P4CB	11/8 11/22 - P4CB	12/6 12/20 -P4CB	36	\$174,488
L. Virginia	Norfolk Portfolio Weekly		2/1 2/22 - Inserts	3/7 3/21 - 2P Insert	4/11 4/18 - 2P Insert	5/9 5/23 - P4CB	6/6 6/20 - P4CB	7/4 7/18 - P4CB	8/1 8/15 - P4CB	9/5 9/19 - P4CB	10/3 10/24 -P4CB	11/7 11/21 -P4CB	12/5 12/19 -P4CB	36	\$66,592
Richmond	Style Weekly		2/8 2/22 - Inserts	3/7 3/21 - 2P Insert	4/11 4/18 - 2P Insert	5/9 5/23 - P4CB	6/6 6/20 - P4CB	7/4 7/18 - P4CB	8/1 8/15 - P4CB	9/5 9/19 - P4CB	10/3 10/24 -P4CB	11/7 11/21 -P4CB	12/5 12/19 -P4CB	36	\$74,592
L. Minncapolis	City Pages Minneapolis		2/9 2/16 - Inserts	3/8 3/29 - 2P Insert	4/5 4/19 - 2P Insert	5/10 5/24 - P4CB	6/7 6/21 - P4CB	7/5 7/19 - P4CB	8/2 8/23 - P4CB	9/6 9/20 - P4CB	10/11 10/25 - P4CB	11/8 11/22 - P4CB	12/6 12/20 -P4CB	36	\$91,435
L. Wisconsin	Isthmus		2/10 2/24 - Inserts	3/9 3/23 - 2P Insert	4/6 4/20 - 2P Insert	5/4 5/18 - P4CB	6/8 6/22 - P4CB	7/6 7/20 - P4CB	8/10 8/24 - P4CB	9/7 9/21 - P4CB	10/5 10/19 -P4CB	11/9 11/23 -P4CB	12/7 12/21 -P4CB	36	\$82,172
LW	Wausau City Pages		2/10 2/24 - Inserts	3/9 3/23 - 2P Insert	4/6 4/20 - 2P Insert	5/4 5/18 - P4CB	6/8 6/22 - P4CB	7/6 7/20 - P4CB	8/10 8/24 - P4CB	9/7 9/21 - P4CB	10/5 10/19 -P4CB	11/9 11/23 -P4CB	12/7 12/21 -P4CB	36	\$31,332
LW	Shepherd Express Metro		2/10 2/24 - Inserts	3/9 3/16 - 2P Insert	4/6 4/20 - 2P Insert	5/4 5/18 - P4CB	6/8 6/22 - P4CB	7/6 7/20 - P4CB	8/10 8/24 - P4CB	9/7 9/21 - P4CB	10/5 10/19 -P4CB	11/9 11/23 -P4CB	12/7 12/21 -P4CB	36	\$78,060
L. Washington D.C	Washington City Paper		2/4 2/18 - Inserts	3/3 3/17 - 2P Insert	4/7 4/21 - 2P Insert	5/5 5/19 - P4CB	6/2 6/16 - P4CB	7/7 7/21 - P4CB	8/11 8/25 - P4CB	9/8 9/22 - P4CB	10/6 10/22 P4CB	11/10 11/24 -P4CB	12/8 12/22 P4CB	36	\$157,680
TOTAL by Month:			\$102,762	\$83,940	\$83,940	\$64,876	\$64,876	\$64,876	\$64,876	\$64,876	\$64,876	\$64,876	\$64,876	308	\$789,651

2079142748

2000 Parliament Planned Insertions

Recommended Plan

Alternative News Weeklies (Based on Issue Date)

Media Cat.	Publication	January	February	March	April	May	June	July	August	September	October	November	December	Pg. Count	Total Gross
Local Florida	Miami / Broward New Times	1/27 - P4CB	2/10 - P4CB	3/9 - P4CB	4/13 - P4CB	5/18 - P4CB	6/22 - P4CB	7/6 - P4CB	8/10 - P4CB	9/7 - P4CB	10/12 - P4CB	11/9 - P4CB	12/14 - P4CB	12	\$64,596
F	Orlando Weekly	1/27 - P4CB	2/10 - P4CB	3/9 - P4CB	4/13 - P4CB	5/18 - P4CB	6/22 - P4CB	7/6 - P4CB	8/10 - P4CB	9/7 - P4CB	10/12 - P4CB	11/9 - P4CB	12/14 - P4CB	12	\$28,752
Local New York	NY Press	1/25 - P4CB	2/8 - P4CB	3/7 - P4CB	4/4 - P4CB	5/9 - P4CB	6/13 - P4CB	7/11 - P4CB	8/8 - P4CB	9/12 - P4CB	10/17 - P4CB	11/14 - P4CB	12/12 - P4CB	12	\$29,832
NY	Resident Pubs	1/17 - C4	2/7 - C4	3/6 - C4	4/3 - C4	5/1 - C4 5/29 - C4	6/26 - C4	7/24 - C4	8/28 - C4	9/25 - C4	10/16 - C4	11/6 - C4	12/4 - C4 12/22 - C4	14	\$138,338
NY	Village Voice	1/23 - P4CB	2/8 - P4CB	3/14 - P4CB	4/11 - P4CB	5/9 - P4CB	6/13 - P4CB	7/4 - P4CB	8/8 - P4CB	9/12 - P4CB	10/17 - P4CB	11/14 - P4CB	12/12 - P4CB	12	\$102,588
Local Boston	Boston Phoenix	1/28 - P4CB	2/11 - P4CB	3/10 - P4CB	4/7 - P4CB	5/12 - P4CB	6/9 - P4CB	7/7 - P4CB	8/4 - P4CB	9/8 - P4CB	10/6 - P4CB	11/3 - P4CB	12/8 - P4CB	12	\$128,892
LB	Improper Bostonian	1/26 - P4CB	2/9 - C3	3/8 - P4CB	4/19 - P4CB	5/3 - P4CB	6/14 - C3 6/28 - C3		8/23 - C3	9/20 - C3		11/1 - C3 11/15 - C3	12/13 - C3	12	\$57,548
Local Pennsylvania	Phil City Paper	P4CB-1/13	P4CB-2/10	P4CB-3/16	P4CB-4/13	5/11 - P4CB	6/8 - P4CB	7/13 - P4CB	8/10 - P4CB	9/7 - P4CB	10/12 - P4CB	11/16 - P4CB	12/21 - P4CB	12	\$34,500
LP	Phil Weekly	1/26 - P4CB	2/9 - P4CB	3/8 - P4CB	4/5 - P4CB	5/17 - P4CB	6/14 - P4CB	7/12 - P4CB	8/2 - P4CB	9/6 - P4CB	10/18 - P4CB	11/8 - P4CB	12/6 - P4CB	12	\$35,556
L Chicago	Chicago Reader	1/28 - P4CB	2/18 - P4CB	3/10 - P4CB	4/7 - P4CB	5/12 - P4CB	6/9 - P4CB	7/14 - P4CB	8/4 - P4CB	9/15 - P4CB	10/13 - P4CB	11/10 - P4CB	12/8 - P4CB	12	\$51,588
LCH	Chicago New City	1/27 - P4CB	2/17 - P4CB	3/9 - P4CB	4/6 - P4CB	5/11 - P4CB	6/22 - P4CB	7/13 - P4CB	8/24 - P4CB	9/14 - P4CB	10/19 - P4CB	11/9 - P4CB	12/21 - P4CB	12	\$27,744
TOTAL by Month:		\$56,100	\$57,299	\$56,100	\$56,100	\$66,200	\$62,495	\$50,583	\$57,299	\$57,299	\$50,583	\$62,495	\$67,399	134	\$699,954

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